

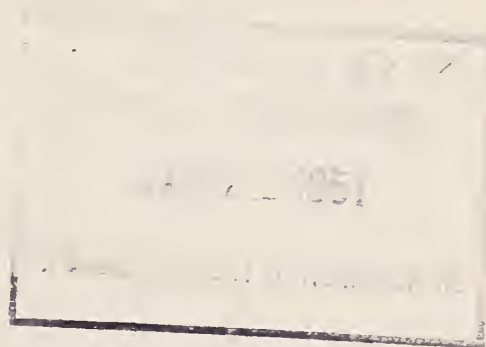
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MARKETING ACTIVITIES



U. S. Department of Agriculture
Production and Marketing Administration
Washington 25, D.C.

Agriculture - Washington

LOOK FOR THE CHANGE IN BEEF GRADES

By Fred J. Beard Page 3

Consumer beef grades have been revised, effective as of December 29. The changes are designed to permit more complete identification for consumers, particularly of the lower grades of beef. Mr. Beard is in charge of meat grading and standardization in the PMA Livestock Branch.

THE FLAXSEED PICTURE

By George L. Prichard Page 7

Here's a timely stock-taking of flaxseed and linseed oil by the Director of PMA's Fats and Oils Branch.

SAMPLE SHELLER DEVELOPED FOR RICE

By Walter McCrea, Jr. Page 13

Rice drying has been something of a necessary bottleneck. Generally, you couldn't shell it until it was dried, and drying was often pretty awkward until you'd shelled some of it to see just what kind of rice it was.

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ABOUT MARKETING Page 18

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Look For the Change in Beef Grades

By Fred J. Beard

Those guideposts to quality -- Federal beef grades -- have been changed. Consumers accustomed to buying their beef according to grade will want to familiarize themselves with these changes, effective as of December 29, 1950. In brief, the revisions do the following:

- (1) Combine present Prime and Choice under the name Prime.
- (2) Rename the present Good grade as Choice.
- (3) Set up a new grade -- Good -- for the better quality, young animals now included in the Commercial grade.
- (4) Leave the remainder of the Commercial grade consisting chiefly of beef from older animals in the Commercial grade.

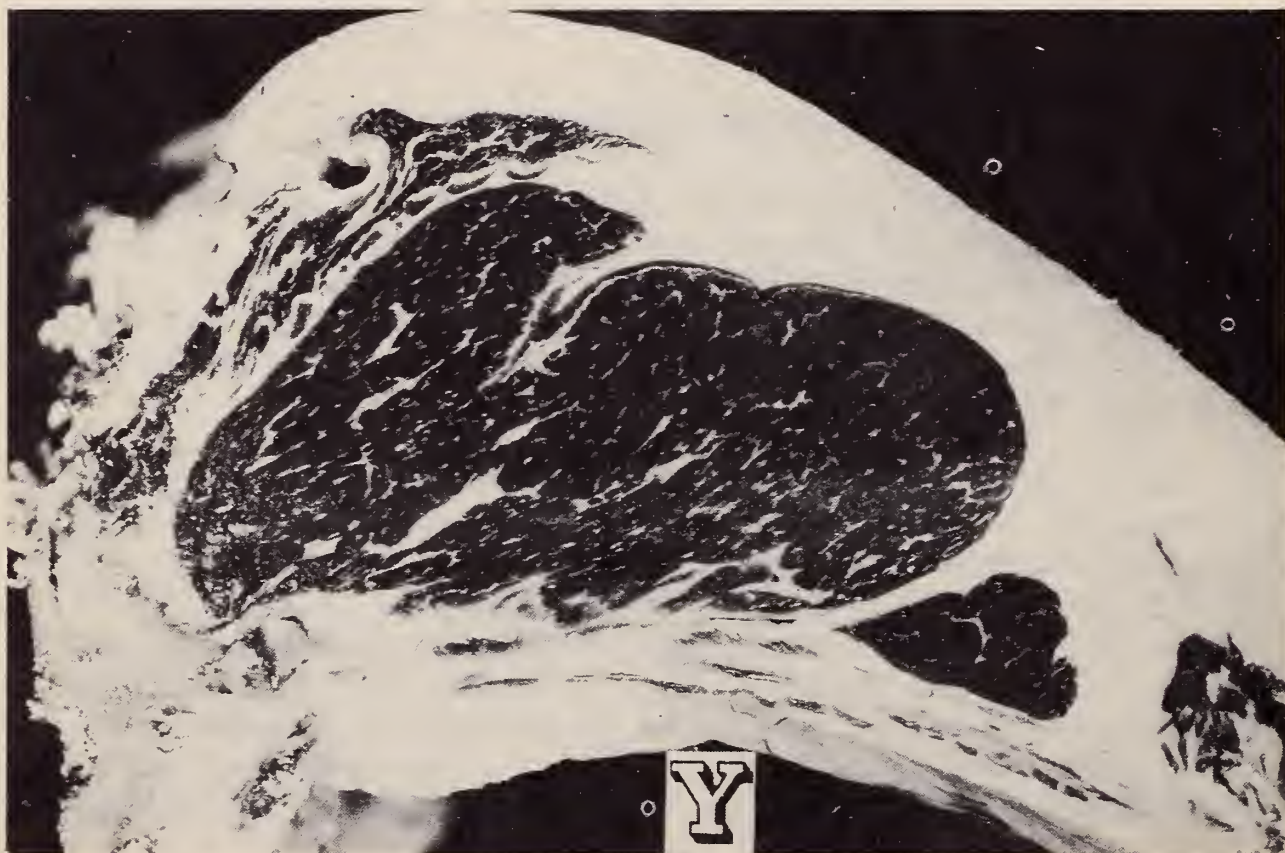
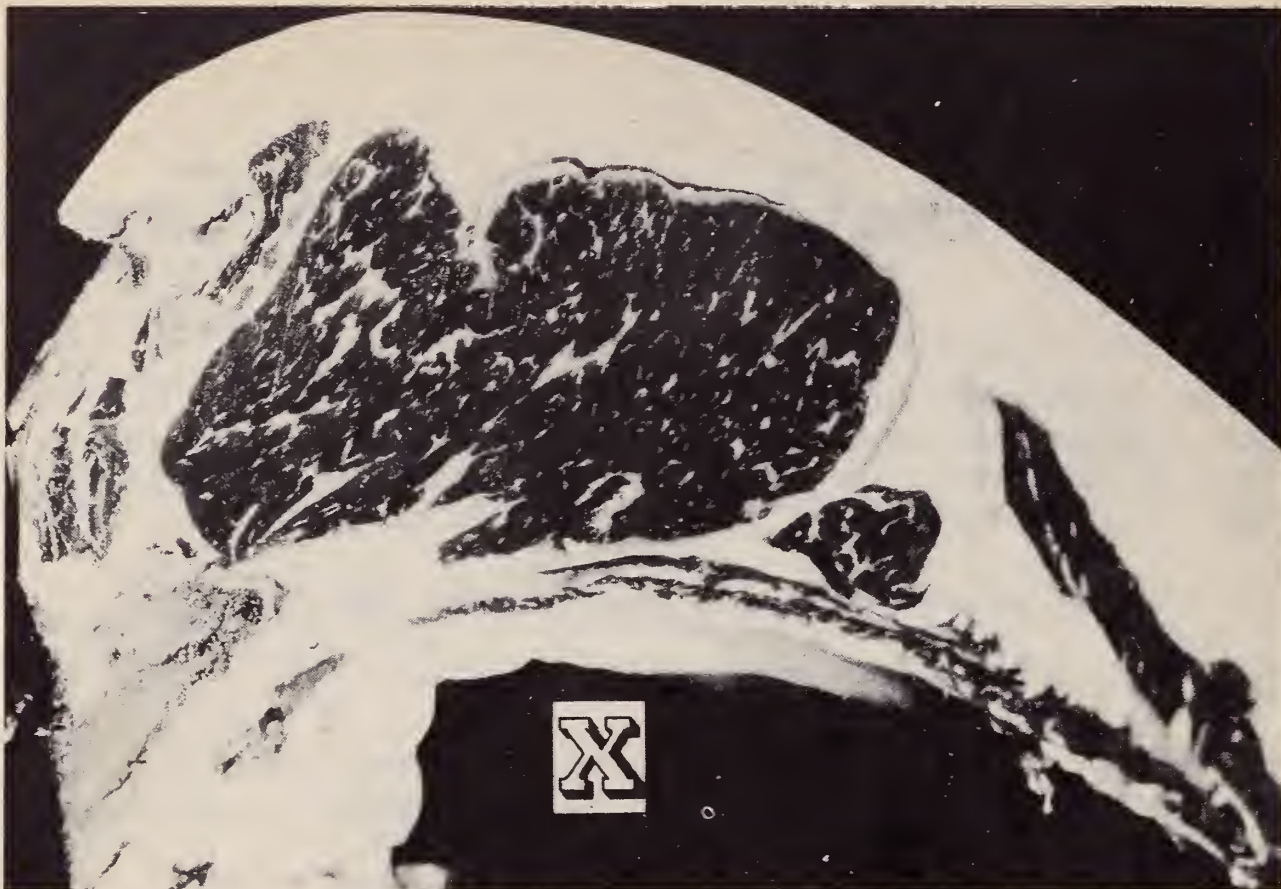
Change in Name Only

The greatest number of Federal grade users to be affected by these changes will be those who use and prefer beef that falls in the present Good grade. However, users of this popular grade will find the change a simple one to follow since a change in name is the only revision being made in this grade. Consumers will need only to call for Choice grade instead of Good after December 29.

The most significant part of the revision gives consumers an entirely new grade of beef. Beef in the new grade will come from young, better quality animals now graded Commercial. This beef is relatively tender and provides cuts of smaller size than those in most other grades. It is also a kind of beef now popular with many consumers because of its high ratio of lean meat to fat. This kind of beef does not now have a grade identification of its own as it is presently lumped in Commercial grade along with beef from older animals. Consumers who want beef of this new grade should look for the Good grade stamp after December 29.

Another part of the change will not affect many homemakers. This is the combining of Choice and Prime beef grades under the name Prime. Not many consumers have an opportunity to buy Prime grade beef over the counter and for that matter very little of the present Choice finds its way into retail stores. The two grades make up only about 10 percent of our total beef production. Most of the beef that is now graded either Choice or Prime goes to specialty shops, deluxe hotels and restaurants.

Which Piece of Meat Would You Buy?



Many people select their beef on the basis of its marbling. That characteristic in these two rib eyes looks much alike yet the beef is vastly different. Of course, black and white photographs can't tell the entire story because color of both the lean and bone are very important and can't be seen here. These rib eyes are from carcasses at the opposite ends of the range of Federal grades normally available to consumers. WHICH WOULD YOU BUY? (See box on page 6 for answer.)

The remaining grade affected by the changes is Commercial. The advantage of lifting the beef from the higher quality young animals now included in this grade to the new Good grade has already been pointed out. Because of the wide range of beef now included in the present Commercial grade, it has had very little use as a guide for determining meat quality. Commercial grade will continue to fill the bill for those desiring beef from older and more mature animals. It needs to be cooked longer than does beef in the other grades--also needs a different method of cooking--with moist heat or similar methods. But it is full of flavor, and as one of the Federal meat graders once said, "There's a lot of good and economical eating in this grade of beef."

This wraps up the changes in grades rather completely but there are two or three other points that need to be cleared up as well. Some have expressed fear that the level of beef prices will be affected by the changes. We are convinced that it should not be for many reasons.

Let's take the present Good grade as an example. After December 29, the only change in the present Good grade will be the name--Choice. The supply of this kind of beef will not be altered. There will be just as much or as little of this kind of beef as there would have been if the changes hadn't been made. So a major factor influencing price, supply, remains the same regardless of changes in name.

Doesn't Alter Meat Budget

Another major factor affecting beef prices is consumer demand. This in turn is affected primarily by income and certainly a change in grade names will not affect that. But aside from the consideration of total income neither is the proportion spent for meat likely to change. It is extremely doubtful whether consumers' meat budgets will be changed merely because the name of Choice is used instead of Good on the same quality beef.

Of course, any change such as this one is apt to cause some confusion at the outset. However, since most retail stores carry only one grade of meat, any confusion should be at a minimum. Retail stores will play an important part in the price effects, too, and because competition is exceedingly keen at the retail level, it is unlikely that the price for a particular quality of meat will be increased following a change in grade name only. Since grading is on a voluntary basis and a much larger percentage of our total beef supply is sold ungraded than graded, a change in beef grades can have no significant effect upon beef prices.

The changes in beef grades were dictated by necessity. Those who wanted to use Federal grades as a guide in buying meat have found that a certain kind of meat which is preferred by many consumers simply has not been adequately identified. This represents a substantial proportion of beef now found in retail stores. Many consumers prefer this beef because it combines tenderness and a high ratio of lean to fat. The new grade identifies this kind of meat. It doesn't bring a new kind of meat into markets nor does it change the quantity of any kind of meat--it simply removes from anonymity a kind of meat that has been becoming increasingly popular with many people.

WHICH WOULD YOU BUY?

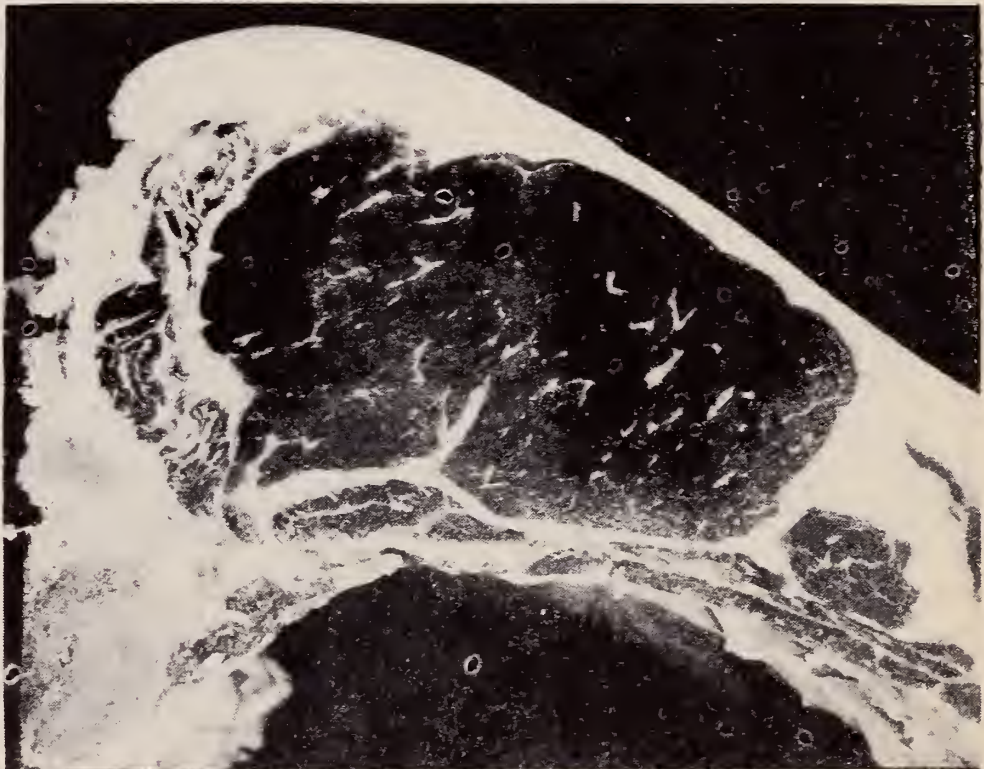
The two pictures on page 4 show rather conclusively why consumers are wise to buy their meats federally graded. Rib eye X is of the new Prime and rib eye Y is of the Commercial grade. If your menu calls for a tender, juicy roast that can be cooked and served rare, the Prime grade rib eye fills the bill. Coming from young animals with a high finish, Prime grade beef is naturally tender, juicy and full of flavor.

While the Commercial grade beef looks similar to Prime grade beef in this instance, it has less natural tenderness because it comes from older, and more mature animals. As a result, cuts of this grade must be cooked longer and in a different manner, preferably with a slow, moist heat.

Federal meat graders know the differences in meat quality and thus their grade mark on meat assures users of uniformity and greater satisfaction in their meat purchases.

Revisions Follow Lengthy Study

The changes in beef grades have been under study for many months and were arrived at as the most satisfactory solution only after many consultations with those who use Federal beef grades. Though the changes were formally proposed last May, informal discussions preceded this move. At that time, comments on the change were invited from all who wished to offer them. In addition, a public hearing was held in Chicago in July at which anyone interested could present views on the changes. On basis of the record established through these comments, the decision to put the changes into effect was made in the latter part of November with the changes becoming effective December 29.



Meet the new Choice grade of beef. Formerly called Good, this grade was extremely popular among consumers because the beef is juicy and tender, usually leaner than Prime. Many cuts of this new Choice grade may be broiled and roasted. By far, the largest percentage of meat graded falls in this grade.

The following table summarizes the change:

<u>Present Grade</u>	<u>New Grade</u>	<u>Description</u>
Prime Choice	Prime	Excellent quality beef, with a wide selection of cuts suitable for broiling and roasting.
Good	Choice	Most popular grade now. High quality beef, usually leaner than new Prime. Cuts are juicy and tender with a desirable flavor.
Commercial	Good Commercial	From higher quality young animals now graded Commercial. Relatively tender and cuts will be smaller in size than in other grades.
Utility Cutter Canner	Utility Cutter Canner	Mostly from older animals. Has a beefy flavor. Will provide economical dishes. Cuts will require different cooking methods because of less natural tenderness.
		Lower grades seldom found in retail stores are unchanged.

Imprint on Most Cuts

These identifying grade marks will continue to appear on beef in a ribbon like purple stamp, as in the past, and the imprint should be on most retail cuts. The purple fluid used is a harmless and pure vegetable color that usually disappears in cooking. Not to be confused with the grade stamp is the Federal inspection stamp put on meat by the Bureau of Animal Industry. This round purple stamp shows that the beef has been inspected and passed as wholesome food. The grade stamp indicates quality identification.

In determining grades of meat, Federal graders take into consideration three factors--conformation, finish and quality. Conformation is the general shape or contour of the carcass or wholesale cut. Finish is the degree of fatness on the outside and interior of the carcass. Quality is determined by the texture, color, firmness of the flesh and degree of marbling which is the fat intermingled throughout the lean. In making this examination and identifying the proper grade on the carcass, the grader provides consumers with an expert evaluation of meat quality.

As pointed out earlier, grading is on a voluntary basis. The service is self-supporting and the cost is borne by the individual or con-

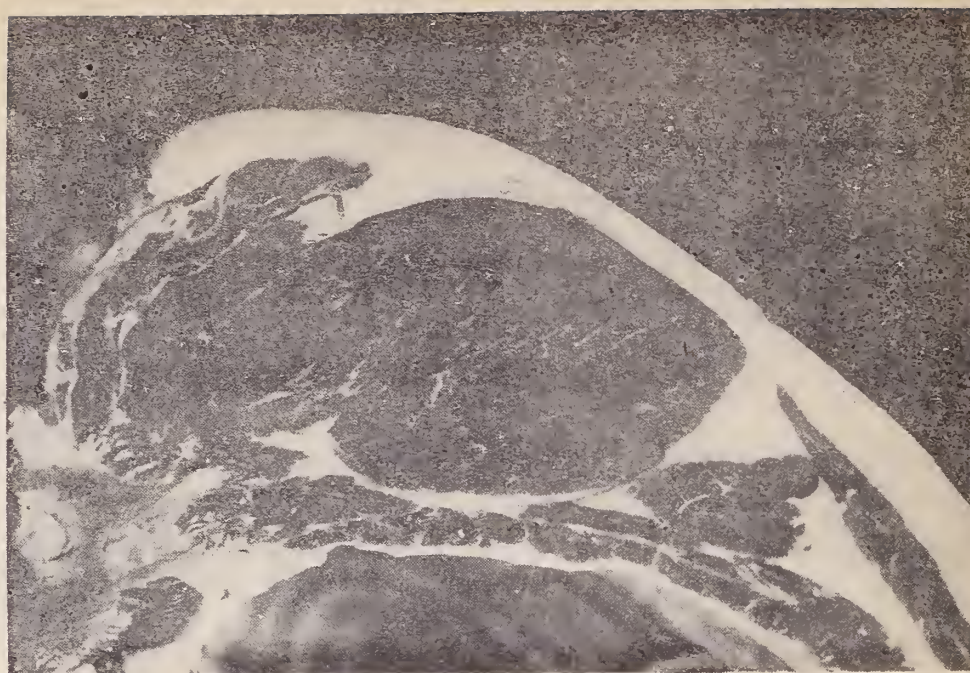
cern having the grading performed. The cost per pound is only a small fraction of a cent.

Also federally graded in addition to beef, are calf, veal, lamb and mutton. Grade changes corresponding to those for steer, heifer and cow carcasses discussed in this article are contemplated for calf and veal. A proposal has also been made to change slaughter steer, heifer and cow grades in line with the carcass changes. These changes in grades for live animals will be discussed in a future MARKETING ACTIVITIES article.

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the former grade standards did not provide for adequate identification. With the change, consumers now have an opportunity to buy this beef, by grade.

Summarizing, it is impossible to say that one grade of beef is better than another one. Each grade provides meat that is best for a purpose. For that reason, consumers should buy beef with its eventual use in mind.



Here is the new grade of beef now called Good. It is from young animals, and as a result, is relatively tender. Because it has a high ratio of lean to fat and provides economical meat dishes, many consumers now prefer this kind of beef. Another feature of this beef that appeals to many homemakers is the small size roasts and steaks that come in this grade. Large quantities of this kind of beef are regularly being sold through retail channels although

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GREATER PORK PRODUCTION INCREASES TOTAL OUTPUT

Production of commercial meat for the 11-month period January-November totaled 2 percent above production for the comparable period last year, reports the Bureau of Agricultural Economics. The 6 percent increase in pork production for the 11 months this year more than offset an 8 percent decline in veal production and the unchanged rate of beef output. Lamb and mutton production increased 1 percent. A comparison of numbers slaughtered in the two periods shows a decline for all species except hogs, which were up 8 percent. The declines were: cattle 1 percent, calves 8 percent, and sheep and lambs 3 percent, the BAE reports.

The Flaxseed Picture

By George L. Prichard

A year ago the available stocks of linseed oil and flaxseed were labeled by many as a burdensome surplus. This outlook was based on the large stocks owned by the Commodity Credit Corporation and the additional quantities of flaxseed to be acquired from the 1949 crop.

Today, those labels have changed. The big stores of linseed oil and the present 1950 crop of flaxseed may be looked upon as a desirable reserve, adequate to meet almost any emergency. Our program of building up and maintaining production in the United States has made us independent of uncertain imports in addition to serving its original purpose.

Total supply of flaxseed for the crop year 1950-51 beginning July 1 was estimated at about 52,199,000 bushels, which included the 1950-crop of 35,224,000 bushels the Bureau of Agricultural Economics estimates will be harvested this year, and a carry-over of 16,975,000 bushels. Total stocks of linseed oil on July 1 amounting to 579 million pounds, were equivalent to an additional 29 million bushels of flaxseed, making a grand total supply equivalent to 81 million bushels.

Stocks Approximate Year's Requirements

As of December 1, 1950, CCC had an inventory of approximately 3.2 million bushels of flaxseed and about 528 million pounds of linseed oil, including quantities yet to be delivered under toll crushing arrangements. This is equivalent to about one year's domestic requirements even at the current high rate of consumption. This inventory resulted from support price purchases from the large 1948 and 1949 crops.

CCC acquired 24,563,247 bushels of 1948-crop flaxseed and about 312 million pounds of linseed oil produced from the 1948 crop under the 1948 price support program. The 1949 crop also exceeded immediate requirements and under the loan and purchase agreement program CCC acquired 8,926,677 bushels of flaxseed.

Under negotiated toll-crushing contracts, CCC has converted 13.3 million bushels of flaxseed to linseed oil by concurrently selling the seed to domestic crushers and purchasing the resulting oil. This policy of entering into crushing contracts was adopted because it permitted CCC to dispose of the meal content of the flaxseed when meal prices appeared favorable, and it made more storage space available for other grains and enabled CCC to move some of its flaxseed which had been temporarily stored in ships. Moreover, linseed oil can be stored more cheaply and with less danger of deterioration than flaxseed. Finally, it made possible the

operation of seaboard crushing mills which normally received imported flaxseed for crushing, as well as interior mills when other flaxseed was not available.

Outright sales of flaxseed to December 1, 1950, particularly in the last six months, were large, leaving the CCC stocks of flaxseed at a low level. The major part of these sales was to domestic crushers. Some linseed oil also has been sold, but ample stocks are still held by the Corporation.

For December, CCC is offering flaxseed for export at \$3.50 per net bushel basis in store at Minneapolis, or other points of storage, and is offering linseed oil for export at 14 cents per pound, f.o.b. tankcars at storage locations. For domestic sales, flaxseed is offered at market price, but not less than \$3.52 per net bushel basis in store Minneapolis, and linseed oil at market price, but not less than 13.75 cents per pound basis f.o.b. tankcars Minneapolis.

Minimum Price Policy

It was announced when the domestic sales price list for September was issued that domestic prices would not be reduced below these minimum prices through January 31, 1951. It was believed that this announcement of minimum price policy for flaxseed and linseed oil for several months in advance would be beneficial to farmers, dealers, crushers and users of linseed oil. The minimum prices, which are considerably above the support price for 1950, were at a level which would permit linseed oil to remain in a favorable competitive position with a lower soybean oil price should there have been any substantial decline in soybean oil prices after the announcement was made.

It has been announced that the 1951 flaxseed crop will be supported at an average price of \$2.65 per bushel to farmers, or about \$2.90 per bushel Minneapolis basis. This support price will be implemented by loans and purchase agreements similar to those in effect for the 1949 and 1950 crops. Direct purchases from farmers will again be made in the designated Texas counties if necessary. It is hoped that this support price guarantee plus the market prices for the last two crops will result in an adequate acreage in the U. S. for 1951.

Consumption Increasing

Beginning in May, consumption of linseed oil increased sharply. Stepped up industrial activity and the increases in price of competing oils resulted in a consumption of over 193 million pounds of linseed oil during July-September 1950, as compared with 156 million pounds during the same period last year. It is anticipated that consumption of linseed oil will remain at a high level throughout the year. For the period July 1, 1950, through June 30, 1951, it should be between 700 and 800 million pounds, as compared with about 526 million pounds during 1949-50. Although the use of linseed oil has declined from 70 percent of total drying oil consumption during 1935-39, it still accounts for more than 50 percent of the total and we may expect this percentage to increase this year.

The linseed oil market picture is not complete without consideration of the principal competitive oils: soybean, tung, castor, and fish oils.

Practically all of our castor oil supplies are imported, principally from Brazil, where this year's crop is estimated at about 143,000 tons, as compared with 219,000 tons last year. In addition to the smaller import availabilities, increased defense and industrial activities require larger quantities of castor oil for other than drying oil purposes, particularly in the chemical field. During the last few years there has been renewed interest in the production of castor beans in the United States, and in view of the strategic importance of this oil, domestic production is most desirable.

While production of fish oil continues at about the same level as last year, U. S. exports of fish oil from January-September of this year were much higher and totaled about 53 million pounds. Of this quantity, 38.0 million pounds were exported during the July-September period, which is almost equivalent to the 38.6 million pounds exported during the entire year 1949. Except for a relatively small technical usage, fish oil can be replaced by linseed oil.

Normally, linseed oil price levels are relatively higher than those for soybean oil. However, a recent change in this price relationship has decreased the relative demand for soybean oil for drying uses, a factor which will likely favor a moderately lower disappearance of soybean oil for drying oil purposes during this crop year.

Tung Production Down

Import supplies of tung oil are uncertain and the domestic crop is reduced because of a freeze last Spring. U. S. production of tung oil from the 1950 crop is estimated at a little over 15 million pounds, or over one-third less than last year. The price of 1950 tung nuts is being supported at \$63.00 per ton and tung oil at 25.1 cents per pound, f.o.b. tankcar at producing mills. Price support is available only to tung nut producers and has been fixed at 60 percent of parity, the minimum permitted by law.

Indications are that the 1950 flaxseed crop will not produce enough linseed oil to meet U. S. demands and thus further drains will be made upon CCC oil inventories. However, CCC will still have a substantial carry-over at the end of the current crop year. So, unless the 1951 crop of flaxseed is unusually small, supplies of linseed oil should be ample for all purposes through the 1951-52 crop year and leave at least a normal carry-over into the 1952-53 crop year.

Latest estimates of world production of flaxseed for 1950 indicate a total of about 140 million bushels or about the same as in 1949. Canada's production of flaxseed for 1950 is currently estimated at about 4.5 million bushels compared with 2,300,000 bushels produced in 1949. Uruguayan production is estimated at 3 million bushels in 1950, which is approximately the same as last year's production. Mexican production in

1950 apparently declined to 1,575,000 bushels compared with 2 million bushels produced in 1949. Production of flaxseed in French Morocco has been sharply reduced to only 551,000 bushels in 1950 from the 2,400,000 bushels produced in 1949.

Last March, Argentina farmers were requested to increase their 1950-51 flaxseed plantings to a total of 4.9 million acres for 1950-51. This request was followed by an announcement that the new official producer price for flaxseed would be increased by 21 percent to the equivalent of \$3.10 per bushel delivered in bags on track Buenos Aires. Apparently farmers thought the new wheat price of \$2.27 per bushel was more favorable and flaxseed acreage was not expanded as requested. Plantings are now estimated at about 3.0 million acres or only 8 percent above the 1949-50 acreage. Production of Argentine flaxseed from the 1950-51 crop is estimated at about 35.5 million bushels as compared with 25.6 million bushels produced in 1949-50. This is still much less than prewar production which averaged 59.6 million bushels during 1935-39. Argentine stocks of flaxseed and linseed oil remain at high levels. Stocks of flaxseed and linseed oil held by the Argentine Trade Promotion Institute on June 30, 1950, are estimated at about 12 million bushels and 300,000 metric tons, respectively.

Argentina may again resume the commanding flaxseed position held by that country in the two decades preceding World War II when she supplied about 80 percent of the world requirements of flaxseed. About 1945 Argentina reversed its former practice and began expanding its oilseed crushing industry and exporting linseed oil instead of flaxseed. Until recently flaxseed exports were prohibited. A change in Argentina's policy regarding exports of flaxseed began with the Argentina-United Kingdom Trade Agreement in 1949. Under this contract, the United Kingdom agreed to purchase certain quantities of flaxseed and linseed oil. Argentina has recently entered into trade agreements with other nations by contracting to exchange agricultural commodities, particularly flaxseed and linseed oil, for industrial goods and other essential products.

In September 1950, the Argentina Trade Promotion Institute announced that linseed oil exported for U. S. dollars would be at the rate (U. S. equivalent) of about 13.8 cents per pound, compared with the U.S. equivalent of about 15.2 cents per pound, f.o.b. Buenos Aires for other foreign exchange. However, the export rate for flaxseed, regardless of exchange offered, is at the U. S. equivalent of \$4.06 per bushel, f.o.b. Buenos Aires.

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GRADE A MILK MORE PROFITABLE

Farmers who can sell milk to dairies that distribute Grade A milk may get all the way from 50 cents to \$1.30 per hundred pounds more if their product is grade A rather than manufacturing grade, points out Iowa State's BETTER IOWA. This increased return should make it possible for a producer with 10 cows to recapture in one year 90 percent of the necessary outlay for additional equipment needed for Grade A production.

Sample Sheller Developed for Rice

By Walter McCrea, Jr.

An experimental device -- an electrically operated portable rice huller -- is now paving the way for swift and more efficient handling of rice taken directly from the combine or thresher. Designed to hull rice with the high moisture content which it contains at harvest, the machine enables handlers to blend lots of like quality and condition before the rice must be put through the necessary but time consuming drying process.

The new gadget has not been engineered to improve upon the rice hulling now performed by the standard commercial machines, but simply to do the job anywhere on a small, representative sample of any lot of rice. The high moisture condition -- frequently above 20 percent in rice at harvest -- prohibits hulling with conventional equipment. The new device shells such rice easily.

Identification Speeds Drying

Because some of the characteristics which distinguish one lot from another are not apparent until the rice is hulled, most of the crop has been dried lot by lot, and then bulked with other comparable rice. The necessity for keeping each lot separate slows down the drying operation by at least one third, since all grain of a lot must be run out of the drier before the next lot is admitted.

Since rice processing is essentially a precision operation, such lot characteristics as brittleness, grain size, regularity of shape, and percentage of red rice must be known. The earlier these characteristics can be determined, the less the waste of time and labor in the preparation of rice for milling.

This whole procedure, incidentally, differs fundamentally from that for wheat, because the end result is not flour, but polished whole grains of one size and color. In order to keep breakage to a minimum, the processing machinery must be set precisely for each lot to suit the characteristics of the grain handled.

Knowing these facts about rice at harvest holds still another advantage for producers and purchasers -- it gives a particular lot a "handle" and serves as a basis for grade and price.

The principle of the new sheller differs from that of commercial hullers or shellers in that the conventional horizontal stones which dislodge the hulls from the kernels have been replaced by a rubber and a ribbed-steel roller combination. Almost touching, these rollers rotate

at different, critical speeds -- a twist which serves to eject the grain from its tight jacket. A sample of 1,000 grams, about 2 pounds, is adequate to produce a cleaned, representative sample of the lot of rice in question. Time required for the entire test may not exceed five minutes.

Useful for Checking Seed

Because of the simplicity of the operation of the sheller, its relatively low cost, and mobility, (the machine weighs between 35-40 lbs.) it is adaptable to other uses in rice seed houses. Here, lots of unhulled rice, marked for seed purposes, may be checked quickly for purity as well as its general characteristics. Rice driers too, should find the device useful to properly identify lots of rice which have accumulated for drying.

The new device was developed by a commercial firm to meet the service requirements of equipment needed in a rough rice standardization project of the USDA. The project is financed under authority of the Research and Marketing Act of 1946. Further information concerning the huller may be obtained upon request to the Grain Branch, Production and Marketing Administration, U.S. Department of Agriculture, Washington 25, D. C.

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NEW AUTOMATIC COTTON SAMPLER DEVELOPED

A mechanical cotton sampler that automatically collects lint during ginning and packages a cross section of the bale into a true sample, has been developed at the USDA's Stoneville, Mississippi, cotton laboratory.

The sampler diverts small amounts of cotton flowing through the gin lint flue at six periodic intervals during the ginning of a bale and presses and packages this cross section of the bale contents into an actual sample, which carries the same identification as the bale from which it was taken. The device is entirely automatic and resets itself to repeat the process for each bale ginned.

The uniform size and preparation of samples taken by the new machine are favorable to accurate classification. The sample is long enough and contains enough cotton to allow it to be divided into duplicate samples. This eliminates the need for a later cutting of samples. Under present sampling methods several are usually cut from each bale, resulting in severe mutilation of the bale covering, and appreciable loss of cotton and a high over-all cost. Present methods also do not furnish a representative sample of a bale unless it contains the same quality of cotton throughout. Samples collected by the new machine are valuable in determining presence of mixed qualities in a bale and should be of special benefit to spinners, since they can evaluate the actual contents of a bale without opening it and can select bales of uniform quality.

Marketing Briefs

(The Production and Marketing Administration announcements summarized below are more completely covered in press releases which may be obtained on request from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C. by citing the code number given at the end of each item.)

Cotton.--Export allocations for both hard and soft cotton wastes have been established by joint action of the U. S. Departments of Agriculture and Commerce. Action is in line with control on cotton exports taken earlier to conserve essential domestic stocks of the product. (USDA 2877-50)...Price support for the 1951 upland cotton crop has been established at 90 percent of parity as of August 1, 1951. There will be NO marketing quotas or acreage allotments in effect. In making announcement, Secretary of Agriculture Charles F. Brannan reiterated that a crop "of at least 16 million bales" is needed next year. (USDA 2825-50)

Dairy.--Deadline for interested parties to file their views and comments on proposed U.S. standards for grades of MILK used in the manufacture of dairy products has been extended until June 30, 1951. (USDA 2971-50)...Official standards for grades of CHEDDAR CHEESE, replacing tentative standards in effect since 1943, have been announced, effective January 2, 1951. Based on flavor and odor, body and texture, color, and finish and appearance, the standards establish the following grades: U.S. Grade AA; U.S. Grade A; U.S. Grade B; and U. S. Grade C. (USDA 2914-50)...Sale of 4.4 million pounds of CHEDDAR CHEESE and 15 million pounds of NONFAT DRY MILK SOLIDS to the U. N. International Children's Emergency Fund, has been announced. (USDA 2729-50)...An additional sale of 4 million pounds of CHEDDAR CHEESE in December brought the total amount sold to this organization up to 13.4 million pounds. (USDA 2952-50)

Fats and Oils.--Bids for the purchase of substantial quantities of refined or unrefined lard for delivery during November, December and January have been invited by the Department of Agriculture. (USDA 2791-50 and 2874-50....Removal of several fats and oils from import controls has been announced. These were: lard, edible and inedible tallow, oleo oil and stearine, palm oil, fatty acids, soap and soap powder. (USDA 2832-50)

Fruits.--An export payment program to encourage exports of fresh and processed ORANGES and GRAPEFRUIT, effective November 15, 1950, has been announced. (USDA 2739-50)...A referendum is to be held during the latter part of January 1951, among California growers of Bartlett PEARS, PLUMS and Elberta PEACHES to decide if they wish to continue the Federal marketing agreement and order regulating the interstate shipment of these three California fruits. (USDA 3008-50)

Grains and Oilseeds.--A national RICE acreage allotment of 1,867,998 acres for the 1951 crop, an increase of approximately 15 percent over the

acreage planted in 1950, has been announced. As in 1950, NO marketing quotas will apply to the 1951 crop. (USDA 2915-50)...Informal public hearings to consider proposed changes in U. S. SOYBEAN Standards will be held during January and February 1951, in midwestern cities. The proposals, made by the American Soybean Association and the National Soybean Processors' Association, would decrease by 1 percent the maximum limits for foreign material and moisture content permitted in each of the numerical grades in the official U. S. grain standards for the commodity. (USDA 2957-50)...Similar hearings will be held to consider proposed changes in U. S. RYE Standards. This change, proposed by the Chicago Board of Trade, would decrease the maximum limits of thin rye permitted in Grades Nos. 1, 2, and 3, in the official U. S. grain standards for the product. (USDA 2958-50)...Purchase of 21,055,000 pounds of enriched FLOUR for export to Formosa has been announced. (USDA 2968-50)

Meat and Livestock.--Revision of Federal Beef Grade Standards for steer, heifer and cow carcasses, effective December 29, 1950, have been announced. (USDA 2841-50)...See story elsewhere in this issue. Announcement has been made that a substantial quantity of smoked PORK shoulder picnics will be purchased for distribution to schools under the National School Lunch Program. (USDA 2787-50)...Additional purchases were announced in requests for offers issued December 5 (USDA 2906-50) and December 15 (USDA 3012-50). Under the first two announcements approximately 8,400,000 pounds of the product were purchased.

Nuts.--Salable percentage of merchantable in-shell WALNUTS for the 1950-51 marketing year has been increased from 80 to 90 percent, it has been announced. (USDA 2764-50)...Increase in the salable percentage of merchantable in-shell FILBERTS from 92.5 to 100 percent also has been announced. (USDA 2765-50)

Poultry and Eggs.--Announcement has been made that there will be NO EGG price support program in effect during 1951. Purchases of dried eggs under the current program will terminate December 31, 1950. At the same time it was announced that possibilities for limited price-stabilization help in local areas through the use of surplus-removal purchases of shell eggs would be explored if the need arises and if immediate disposal outlets are available for the eggs. (USDA 2814-50)...Time for compliance with the voluntary dressed poultry (New York dressed) grading and inspection program of the U. S. Department of Agriculture has been extended. Under previous programs no sanitary requirements have applied to "New York dressed" poultry. The Department proposes to extend the deadline for compliance from January 1 to May 1, 1951. (USDA 2948-50)

Sugar and Molasses.--Announcement has been made that a deficit of 1,000 tons in the 1950 sugar quota for the domestic beet sugar area has been prorated to the Virgin Islands, the only domestic area having sugar available for marketing in excess of existing quotas. (USDA 2975-50)...Changes in sugarcane marketing practices in Puerto Rico have been suggested as the result of a study of the sugar industry there conducted under the Research and Marketing Act of 1946. The changes would increase marketing efficiency and provide the same treatment for all growers and processors, it was stated. (USDA 2944-50)...Arrangements are being made

to start an experimental market news service on cane blackstrap molasses and beet molasses. It will be conducted cooperatively by PMA and the Louisiana State Market Commission under the Research and Marketing Act. Plans call for weekly reports, beginning sometime in December 1950. (USDA 2867-50)

Wool.--A program to purchase approximately 30 million pounds of raw wool, clean basis, for a part of the Armed Services' emergency reserve requirements has been announced. Offers will be received by the Department on Tuesday, Wednesday, and Thursday of each week. (USDA 2917-50).

Tobacco.--Marketing quotas for the following types of tobacco in 1951 have been announced: All continental types of cigar-filler and cigar-binder tobacco. A referendum is to be held December 20, 1950 in which growers may vote for (1) quotas for 3 years beginning with the 1951 crop, (2) quotas for 1951, only, or (3) against quotas. Quotas cannot be put into effect unless approved by at least two-thirds of the growers voting in referenda. Cigar leaf tobacco is proposed for marketing quotas for the first time in 1951. (USDA 2851-50)...The flue-cured tobacco marketing quota for 1951 has been proclaimed at 1,235,000 pounds, compared with 1,097,000 pounds this year. (USDA 2852-50)...A national marketing quota for 1951 of 542,000,000 pounds of Burley tobacco has been proclaimed. This is about 5 percent over 1950 farm acreage allotments. (USDA 2853-50)...Marketing quotas for 1951 crops of fire-cured, dark air-cured, and Virginia sun-cured tobacco also have been proclaimed. (USDA 2864-50)...Price support loan rates for the 1950 crops of the following tobaccos have been announced: Burley, Fire-Cured, Dark Air-Cured, and Virginia Sun-Cured. (USDA 2736-50)...Maryland and Cigar Filler and Binder. (USDA 2902-50) Wisconsin, Types 54 and 55. (USDA 2959-50)...Unsorted Connecticut Broadleaf and Connecticut Valley Havana Seed, Types 51 and 52 (USDA 3017-50)

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PMA GRAIN BRANCH GETS NEW DIRECTOR

Drexel D. Watson, assistant director of the PMA Commodity Office at Portland, Oregon, has been named director of the PMA Grain Branch. He succeeds Leroy K. Smith, who resigned last September.

Born in Kansas, Mr. Watson was raised on farms there and in Oklahoma. He attended the University of Oklahoma. During the late thirties he moved to Idaho and operated a grain and dairy farm.

Mr. Watson joined the field staff of PMA as secretary of his county Agricultural Conservation Association Committee in 1939. He was a Farmer Fieldman with the Idaho State PMA Committee before serving as a member of this State Committee from 1942 to 1946. Mr. Watson has been on the staff of the PMA Commodity Office at Portland since 1946. He has served since 1949 as the Assistant Director of the Portland Office.

ABOUT MARKETING

The following statements, addresses, and publications, issued recently, may be obtained upon request. To order, check on this page the publications desired, detach and mail to the Production and Marketing Administration, U. S. Department of Agriculture, Washington 25, D. C.

Addresses and Statements:

PMA Responsibility in National Defense, a talk by Ralph S. Trigg, Administrator of PMA and President of CCC at the Annual Conference of the Production and Marketing Administration, Chicago, Ill., Dec. 11, 1950 13 pp. (Processed)

An address by Ralph S. Trigg, Administrator of PMA and President of CCC at the annual meeting of Grocery Manufacturers of America, New York City, Nov. 14, 1950. 10 pp. (Processed)

An address by Frank K. Woolley, Deputy Administrator, PMA, at the Annual PMA Conference, Chicago, Ill., Dec. 11, 1950. 8 pp. (Processed)

CCC--What it is--What it does--Whom it Benefits, remarks by Elmer F. Kruse, Assistant Administrator for Commodity Operations, PMA, before the Connecticut State PMA Meeting, at Farmington, Conn., Nov. 28, 1950 5 pp. (Processed)

The Poultry Grading and Inspection Program of the U. S. Department of Agriculture, a statement by W. D. Termohlen, Director of the Poultry Branch, PMA, before the Annual Convention of the U. S. Livestock Sanitary Association, Phoenix, Arizona, Nov. 2, 1950. 17 pp. (Processed)

Publications:

Charts. Providing a Graphic Summary of Operations, 1933 - June 30, 1950. December 1950. 26 Charts. (PMA) (Processed)

Important Facts Concerning Materials and Facilities for Cotton Production in 1951. 18 pp. (PMA) (Processed)

The Sampling of Cotton Bales as Related to Marketing. November 1950. 26 pp. (PMA) (Processed)

Cottonseed Quality in the United States, 1949. November 1950. 30 pp. (PMA) (Processed)

Revised Micronaire Fiber-Fineness Scale for use in Testing American Upland Cottons. October 1950. 2 pp. (PMA) (Processed)

Certain Color Changes in Cotton Under Artificial Lighting. October 26-28, 1950. 10 pp. (PMA) (Processed)

ABOUT MARKETING (Cont'd)

Relation of Appearance of Long-Draft Processed Carded Yarn to Six Elements of Raw Cotton Quality and Yarn Size. November 1950. 53 pp. (PMA) (Processed)

Fiber and Spinning Test Results for some Cotton Varieties Grown by Selected Cotton Improvement Groups, Crop of 1950. (Supplement No. 1) October 1950. 7 pp. (PMA) (Processed)

Fiber and Spinning Test Results for some Cotton Varieties Grown by Selected Cotton Improvement Groups, Crop of 1950. (Supplement No. 2) November 1950. 9 pp. (PMA) (Processed)

Purchases and Sales of Dairy Products by U. S. Department of Agriculture, January - September, 1950. November 1950. 11 pp. (PMA) (Processed)

Consumer Purchases of Selected Fresh Fruits, Canned and Frozen Juices, and Dried Fruits in October 1950. November 1950. 5 pp. (PMA) (Processed)

Consumer Purchases of Selected Fresh Fruits, Canned and Frozen Juices, and Dried Fruits in September 1950. October 1950. 4 pp. (PMA) (Processed)

Check List of U. S. Standards Issued by the Fruit and Vegetable Branch (Other Than for Processed Products) October 26, 1950. 3 pp. (PMA) (Processed)

Veal Chart 1950, (Lamb Chart, and Beef Chart) 1950. 3 separate pp. (PMA) (Printed)

The Marketing of Sugarcane in Puerto Rico. November 1950. (PMA) (Printed)

Tobacco. Price Support, Marketing Quotas, and Federal Grading. PA-1140 15 pp. (PMA) (Printed)

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